

## Press Release

### **INTERNORGA 2024: Hamburg again set to become the world's culinary stage for five days**

**Hamburg, 10 January 2024: From 8 to 12 March 2024, Hamburg will once again be transformed into 'INTERNORGA Town' and the place to be for anyone looking to play an active role in shaping the future of the foodservice and hospitality sector. With the slogan 'All together.', the leading international trade fair will attract decision makers from the catering and hotel industry, as well as the bakery and confectionery sectors, to the Hanseatic city. Innovations, round table discussions and conferences, as well as exciting competitions and special events, make the trade fair an unmissable event for the entire industry.**

### **From sustainability to AI: INTERNORGA covers the top topics of tomorrow**

INTERNORGA 2024 promises a wide variety of highlights for visitors. Among them is internationally recognised food trend researcher **Karin Tischer** from food & more, who will be presenting developments set to have an impact on the foodservice and hospitality market. In 2024, this includes topics such as plant-based, health-oriented nutrition and sustainability. In view of the growing focus on climate change and animal welfare, the 'Future of Proteins' trend in particular offers potential for appropriate and sustainable nutrition that catering businesses can use to expand their menus.

The hot topic of artificial intelligence (AI) will have its very own platform at the international trade fair: the **AI CENTER** will provide information about the opportunities and possibilities of new technologies in the catering and hotel industry, as well as explaining the risks. Innovative start-ups will demonstrate how AI can help businesses work more economically and efficiently. The **Newcomers' Area** at INTERNORGA will also feature some global premieres. Visitors will find an exciting mix of new products and services there, from vegan alternatives to pork, vegan sauces, fermented pulses and sustainable spirits made from coffee grounds and squeezed orange peel to smart and warming lunch boxes. The **Newcomers' Area** has already been the opening chapter of one or two success stories in recent years.

### **The Hanseatic city plays host to the entire foodservice and hospitality sector**

Hamburg has a reputation to uphold as one of the most important places in Germany for the restaurant and catering industry. With that in mind, many of the city's culinary locations by the Elbe and Alster rivers will provide meeting points away from the exhibition halls. In addition, numerous exhibiting companies will be inviting visitors to complementary events and parties, turning the whole Hanseatic city into 'INTERNORGA Town', playing host to an entire industry. Since last year, the trade fair has also had a party stage of its own. Exhibitors and visitors can meet from 5.30 p.m. on Saturday, Sunday and Monday at the **OFF THE RECORD** Afterwork Lounge – the new location for networking, exchanging ideas and partying at INTERNORGA.

'As a Hanseatic city with a cosmopolitan feel, Hamburg has a long tradition of hospitality,' explains **Heiko M. Stutzinger, CEO of Hamburg Messe und Congress**. 'That is exactly why INTERNORGA, the world's leading trade fair for the catering and hotel sector, belongs in Hamburg. It has an ambassadorial role to play in these challenging times, demonstrating that bringing the entire industry together is essential and strengthens cohesion. From 8 to 12 March 2024, all visitors will have the opportunity to experience the wonderful atmosphere at our exhibition centre in the heart of the city in person. We are looking forward to a vibrant and inspiring event!'

## About INTERNORGA

INTERNORGA is the leading international trade fair for hotels, restaurants, bakery and confectionery. As an annual meeting place for those industries, it will take place from 8 to 12 March 2024 on the grounds of Hamburg Messe und Congress GmbH. National and international exhibitors will present their products, trends and innovations for the entire foodservice and hospitality market to trade visitors. The trade show is accompanied by international conferences, an extensive supporting programme, and innovative industry competitions.

Further information can be found on the website [www.internorga.com](http://www.internorga.com) and on the INTERNORGA [LinkedIn](#), [Instagram](#) and [Facebook](#) social media channels.



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